# JOURNAL OF BUSINESS RESEARCH

VOLUME 46

## Contents


1 Measuring Export Information Use: Scale Development and Validation
*Adamantios Diamantopoulos and Anne L. Souchon*

15 The Structure—Performance Relationship in a Transitional Economy: An Empirical Study of Multinational Alliances in China
*Yadong Luo*

31 Effects of Technological Hierarchy on Brand Extension Evaluations
*Sung Youl Jun, Tridib Mazumdar and S. P. Raj*

45 Signaling New Product Introductions: A Framework Explaining the Timing of Preannouncements
*Chiranjeev Kohli*

57 A Short, Reliable Measure of Subjective Knowledge
*Leisa Reinecke Flynn and Ronald E. Goldsmith*

67 Internal Validity of Conjoint Analysis Under Alternative Measurement Procedures
*René Y. Darmon and Dominique Rouziès*

83 Lenders' Decision Strategies and Loan Structure Decisions
*Andrew J. Rosman and Jean C. Bedard*

95 The Wealth Effects of Non-Senior Management Departures from Investment Banks
*Yvette M. Bendeck and Edward R. Waller*

***SPECIAL ISSUE: UK SERVICES MARKETING SCHOLARSHIP***

107 Introduction: Special Issue on UK Services Marketing Scholarship
*Mark Gabbott and Gillian Hogg*

109 Some Problems When Adopting Churchill's Paradigm for the Development of Service Quality Measurement Scales
*Anne M. Smith*

121 Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study
*Christine T. Ennew and Martin R. Binks*

133 Service Performance Gap: Re-evaluation and Redevelopment
*Pierre Chenet, Caroline Tynan, and Arthur Money*

149 Consumers' Emotional Responses to Service Environments
*Gordon R. Foxall and Gordon E. Greenley*

159 Consumer Involvement in Services: A Replication and Extension
*Mark Gabbott and Gillian Hogg*

167 Using Neural Networks to Understand Service Risk in the Holiday Product
*Vincent-Wayne Mitchell, Fiona Davies, Luiz Moutinho, and Vassiliades Vassos*

181 Experts' Views About Defining Services Brands and the Principles of Services Branding
*Leslie de Chernatony and Francesca Dall'Olmo Riley*

193 Types of New Product Performance: Evidence from the Consumer Financial Services Sector
*Chris Storey and Christopher J. Easingwood*

***SPECIAL ISSUE: RELATIONSHIP MARKETING***

205 Introduction: Special Issue on Relationship Marketing
*Jagdish N. Sheth and Albrecht Söllner*

207 Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices in Hospitals
*G. M. Naidu, Atul Parvatiyar, Jagdish N. Sheth, and Lori Westgate*

219 Asymmetrical Commitment in Business Relationships
*Albrecht Söllner*

235 Measuring and Modeling the Effects of Long-Term Buyer–Seller Relationships in Corporate Financial Services Markets
*Srinivas K. Reddy and John A. Czepiel*

245 The Paradox of Unsatisfying but Stable Relationships—A Look at German Car Suppliers
*Klaus Backhaus and Joachim Büschken*

259 International Industrial Marketing Interactions: Dyadic and Network Perspectives
*Wesley J. Johnston, Jeffrey E. Lewin, and Robert E. Spekman*

273 Factors Influencing the Duration of International Buyer–Seller Relationships
*Sven A. Haugland*

281 Relationship-Based Competitive Advantage: The Role of Relationship Marketing in Marketing Strategy
*Robert M. Morgan and Shelby Hunt*

291 Channel Network Change and Behavioral Consequences of Relationship Connectedness
*Per Andersson and Bengt Mölleryd*

303 Relationship Quality and Buyer–Seller Interactions in Channels of Distribution
*Sandy D. Jap, Chris Manolis, and Barton A. Weitz*

315 Personal Bonding Processes in International Marketing Relationships
*Terrence H. Witkowski and Eric J. Thibodeau*

327 Relationship Marketing: Challenges for the Organization
*Christian Grönroos*

337 Author Index

339 Subject Index

Volume Contents